Television's competitive posture □ Bottom line on the May sweeps □ Annual awards issue

Broadcasting Jul 13

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SUNNY & SHARE.

In the Tampa Bay Area, it's sunny for WTOG-TV, with the highest share of Adults 18-49 of any Independent in America's top 25 markets, according to the May Nielsen.

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The Week in Brief

TOP OF THE WEEK

CBS GOES FOR DBS ☐ The network has a plan, awaiting final corporate approval, for a direct broadcast satellite system that would deliver high-definition TV direct to homes, to TV stations and to cable systems. If decision is go, plan will be filed at FCC this week, before the commission's July 16 deadline for DBS applications. **PAGE 23.**

STAYING ALIVE ☐ Senate decides to go ahead with its version of deregulation legislation and not adopt House version. Wildmon and his CBTV come out against deregulation, while broadcasters are lobbying strongly for it. **PAGE 23.**

POOL SNAFU ☐ Networks get restraining order against White House decision to exclude television from coverage. White House action came after ABC, CBS, NBC, CNN, INN and ITNA failed to work out a pool arrangement that included representatives from each. **PAGE 24.**

RAY OF HOPE ☐ Even though the panel of experts meeting in Geneva on AM broadcasting did not produce what was expected of it, one hopeful sign was that Cuba appeared to be more flexible than was thought earlier on the high-power problem. **PAGE 24.**

NETWORK SITUATIONER ☐ Tinker gets ready to take over at NBC and Severino settles in at ABC as the battle to wrest the number one spot in ratings and dollars from CBS begins to heat up. **PAGE 27.**

SWEEP SUMMARY ☐ The Arbitron May figures show increases for CBS and NBC and a decrease for ABC in 216 markets. **PAGE 28.**

SPECIAL REPORT

KUDOS COLLECTION ☐ BROADCASTING's fifth annual awards issue features a roundup of the major national honors handed out in the last year to radio, television and cable. **PAGE 33.**

LAW & REGULATION

LONG COPYRIGHT SUMMER ☐ At the first day of six weeks of hearings on how to divide the 1979 cable fund of $15 million, the MPAA's Valenti testifies that cable's prosperity is due to syndicated programing and that syndicators should get 80% of the money. **PAGE 62.**

BUSINESS

PREDICTIONS PROVE TRUE ☐ Columbia Pictures and the Outlet Co. come to terms on a merger that will combine Outlet's five TV and seven radio outlets with Columbia's five radio stations in a deal worth about $165 million. **PAGE 65.**

TECHNOLOGY

TRANSPONDER JUGGLING ☐ After getting Comstar I and II in the same orbital slot last month, RCA has switched transponder assignments of Cable Net Two to the second Comstar. **PAGE 70.**

JOURNALISM

BUSINESS-JOURNALISM RAPPORT ☐ A survey by the American Management Association of journalists, business executives and PR turns up disagreement on media coverage of industry. **PAGE 73.**

PROGRAMING

PRIZE FUNDING ☐ Annual awards for programing that promote "human values," funded by the Lilly Endowment and Capital Cities Communications, will now be supported by new endowment with the support of other broadcasters including Metromedia, Westinghouse, Times Mirror, LIN, Outlet, Hearst and Meredith. **PAGE 74.**

1969

THE 'BROADCASTING' YEARS ☐ Broadcasters found little to cheer in a year that saw the Supreme Court uphold the constitutionality of the fairness doctrine in the Red Lion decision, the Nixon administration launch a public campaign to discredit broadcast journalists and the tobacco interests decide to drop their $230-million-per-year cigarette advertising in response to Senate threats to put clamps on cigarette marketing. **PAGE 77.**

PROFILE

AN EYE ON TOMORROW ☐ Jack Schmitt has been around. The former astronaut was on the moon in 1972 and now is in Congress. One of his main concerns is communications, with the New Mexico senator authoring the radio deregulation bill, S. 270. **PAGE 103.**

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Arbitron May sweeps show gains for CBS and NBC, drop for ABC

Homes viewing network television in prime time during Arbitron's May sweep of local markets rose 2.4% over the figure for the May 1980 sweep.

Whether the household rating increase was "real," however, was not clear, for in compiling its latest reports Arbitron used updated figures that, based on the 1980 U.S. census, totaled 2.5% more TV homes than would otherwise have been the case (BROADCASTING, June 15).

The figures, compiled by CBS researchers from Arbitron reports for 216 markets, showed 36,274,000 homes viewing network television during the average prime-time quarter-hour, up from 35,432,000 a year earlier.

On the basis of national ratings for the period covered by the sweeps, CBS had been projected as the winner (BROADCASTING, June 1)—as it proved to be—but ABC had been cast slightly ahead of NBC, whereas in the sweep reports NBC came out slightly ahead of ABC.

Homes reached by CBS affiliates averaged 12,658,000 per quarter-hour, up 3.4% from May 1980. NBC affiliates averaged 11,868,000, a gain of 5.6%, while ABC affiliates averaged 11,748,000, a decline of 1.7%.

CBS researchers calculated that in the 140 markets with three or more stations, CBS affiliates took first place in 62, down from 63.5 in May 1980; NBC affiliates were first in 42.5, up from 31 a year ago, and ABC affiliates were first in 35.5, down from 43.5. (Half-points derived from ties: In two-way ties for first place, for example, each network received half a point and also tied for second; three-way ties were worth three-tenths of a point for each network.)

In addition, CBS affiliates placed second in 48.5 markets, up from 44.5 a year ago, while NBC affiliates were second in 53.5, down from 54.5, and ABC affiliates were second in 38, down from 39. Third place was occupied by CBS affiliates in 29.5 markets, virtually unchanged from last year's 30; by NBC affiliates in 44, down from 52.5, and by ABC affiliates in 66.5, up from 55.5.

The CBS analysis also showed that CBS affiliates made gains in homes reached in 103 markets, compared with a year ago, while 57 CBS affiliates showed declines and 17 showed no change. For NBC, 117 showed gains, 40 declines and 19 no change. For ABC it was gains for 59, declines for 96 and no change for 21.

Ninety-seven of the top 100 markets have three network affiliates. In these CBS placed first in 44, second in 34 and third in 19. NBC was first in 30, second in 34 and third in 33. ABC was first in 26, second in 28 and third in 43.

While the bulk of the CBS analysis related to prime time, one section examined affiliate performance on an almost all-day basis—9 a.m. to midnight. On that basis, in terms of homes reached per average hour, CBS affiliates placed first in 67.5 markets (up from 61.5 in May 1980); NBC affiliates were first in 30.1 (down from 39.5), and ABC affiliates were first in 42.1 (up from 37.0). Second-place rank was divided: CBS 42.6, NBC 48.1 and ABC 49.1. In third place it was CBS 29.6, NBC 61.6 and ABC 48.6.

□

The chart below was developed by BROADCASTING from CBS researchers' compilations of Arbitron's May 1980 and 1981 reports. Household numbers are in thousands (add 000) per average prime-time quarter-hour (Monday-Saturday 8-11 p.m. and Sunday 7-11 p.m.). Percentage change for 216 markets for the April 29 to May 26 sweep period is also included. A dash (—) indicates no primary affiliate in market. An asterisk (*) denotes affiliation change between the May 1980 and 1981 sweeps.

	ABC			CBS			NBC		
ADI	1980	1981	% change	1980	1981	% change	1980	1981	% change
Abilene-Sweetwater, Tex.	13	10	−23.1	14	12	−14.3	28	**27**	− 3.6
Albany, Ga.	—	—	—	—	—	—	48	**51**	+ 6.2
Albany-Schenectady-Troy, N.Y.	78	71	− 9.0	67	57	−15.0	81	**79**	− 2.5
Albuquerque, N.M.	53	**57**	+ 7.5	42	42	NC	45	43	− 4.5
Alexandria, La.	—	—	—	—	—	—	28	**29**	+ 3.5
Alexandria, Minn.	—	—	—	—	—	—	34	**36**	+ 5.8
Alpena, Mich.	—	—	—	5	**7**	+ 1.4	—	—	—
Amarillo, Tex.	33	**29**	−12.2	19	21	+10.5	27	28	+ 3.7
Anchorage	10	10	NC	11	**11**	NC	10	**11**	+ 1.1
Anniston, Ala.	—	—	—	11	**15**	+36.3	—	—	—
Ardmore-Ada, Okla.	13	9	−30.8	25	**24**	−4.0	—	—	—
Eureka, Calif.	9	8	−11.2	8	**10**	+25.0	—	—	—
Evansville, Ind.	48	**47**	− 2.1	33	36	+ 9.0	31	38	+22.5
Fargo, N.D.	23	20	+13.1	31	25	−19.4	31	**30**	− 3.3
Farmington, N.M.	—	—	—	—	—	—	4	**5**	+25.0
Flagstaff, Ariz.	—	—	—	—	—	—	5	**5**	NC
Flint-Saginaw-Bay City, Mich.	83	**85**	+ 2.4	40	41	+ 2.5	83	79	− 4.9
Florence, S.C.	—	11	—	40	**46**	+15.0	—	—	—
Fort Myers-Naples, Fla.	14	15	+ 7.1	31	**28**	−19.7	21	25	+19.0
Fort Smith, Ark.*	15	11	−26.7	11	**28**	+154.5	28	24	−50.0
Fort Wayne, Ind.	37	**40**	+ 8.1	36	36	NC	29	30	+ 3.4
Fresno, Calif.	47	47	NC	45	**52**	+15.5	46	46	NC

Atlanta *	116	158	+36.2	158	**162**	+ 2.5	169	143	−15.4
Augusta, Ga.	42	**43**	+ 2.3	34	41	+20.5	11	16	+45.4
Austin, Tex.	31	35	+12.9	43	**51**	+18.6	25	34	+36.0
Bakersfield, Calif.*	22	20	− 9.1	16	14	−12.5	17	**21**	+23.5
Baltimore	162	**158**	− 2.5	154	148	− 3.9	143	136	− 4.9
Bangor, Me.	16	14	−12.5	24	**22**	− 8.4	20	18	− 8.9
Baton Rouge	51	**50**	− 2.0	54	**50**	− 7.5	27	28	+ 3.7
Beaumont-Fort Arthur, Tex.	29	26	−10.4	40	**41**	+ 2.5	32	35	+ 9.3
Bend, Ore.	—	—	—	—	**3**	—	3	—	—
Billings, Mont.	14	12	−14.3	14	**15**	+ 7.1	—	3	—
Biloxi-Gulfport, Miss.	28	**27**	− 3.6	—	—	—	—	—	—
Binghamton, N.Y.	13	10	−23.1	41	**43**	+ 4.8	17	18	+ 5.8
Birmingham, Ala.	117	100	−14.6	37	42	+13.5	79	**101**	+27.8
Bluefield-Beckley-Oak Hill, W.Va.	22	24	+ 9.0	—	—	—	31	**26**	−16.2
Boise, Idaho	17	21	+23.5	20	21	+ 5.0	24	**25**	+ 4.1
Boston	300	271	− 9.7	267	**300**	+12.3	238	230	− 3.4
Bowling Green, Ky.	20	**21**	+ 5.0	—	—	—	—	—	—
Bristol-Kingsport-Johnson City, Tenn.	20	18	−10.0	52	54	+ 3.8	64	**75**	+17.1
Buffalo, N.Y.	98	**94**	− 4.1	98	91	− 7.2	89	73	−18.0
Burlington, Vt.-Plattsburgh, N.Y.	15	15	NC	44	**47**	+ 6.8	26	28	+ 7.6
Casper-Riverton, Wyo.	16	**14**	−12.5	—	5	—	2	2	NC
Cedar Rapids-Waterloo, Iowa	44	43	− 2.3	43	44	+ 2.3	47	**50**	+ 6.3
Charleston, S.C.	31	27	−13.0	39	**36**	− 7.7	29	29	NC
Charleston-Huntington, W.Va.	68	65	− 4.5	83	90	− 8.4	103	**119**	+15.5
Charlotte, N.C.	90	87	− 3.4	120	**118**	− 1.7	36	44	+22.2
Charlottesville, Va.	—	—	—	—	—	—	8	**3**	−62.5
Chattanooga	47	43	− 8.6	52	53	− 1.9	53	**62**	+16.9
Cheyenne, Wyo.	—	—	—	19	**18**	− 5.3	—	—	—
Chicago	458	**457**	− 0.3	408	439	+ 7.5	395	422	+ 6.8
Chico-Redding, Calif.	24	**26**	+ 8.3	20	22	+10.0	—	—	—
Cincinnati	108	101	− 6.5	114	**117**	+ 2.6	110	103	− 6.4
Clarksburg-Weston, W.Va.	20	—	—	21	**21**	NC	—	17	—
Cleveland	253	**248**	− 2.0	211	219	+ 3.7	200	209	+ 4.5
Colorado Springs-Pueblo	37	**38**	+ 2.7	32	31	− 3.2	31	32	+ 3.2
Columbia, S.C.	20	22	+10.0	21	25	+19.0	60	**63**	+ 5.0
Columbia-Jefferson City, Mo.	12	14	+16.6	24	**26**	+ 8.3	25	**26**	+ 4.0
Columbus, Ga.	46	38	−17.4	38	**44**	+15.7	17	14	−17.7
Columbus, Ohio	101	91	−10.0	109	**123**	+12.8	85	93	+ 9.4
Columbus-Tupelo, Ms.	—	—	—	26	22	−15.4	43	**42**	− 2.4
Corpus Christi, Tex.	24	**23**	− 4.2	21	22	+ 4.7	20	22	+10.0
Dallas-Fort Worth	197	200	+ 1.5	204	**229**	+12.2	176	199	+13.0
Davenport, Rock Is.-Moline, Ill.	47	48	+ 2.1	53	**54**	+ 1.8	52	52	NC
Dayton, Ohio	72	77	+ 6.9	94	**94**	NC	55	61	+10.9
Denver	126	**136**	+ 7.9	106	122	+15.0	110	127	+15.4
Des Moines	47	47	NC	59	**64**	+ 8.4	48	54	+12.5
Detroit	293	**316**	+ 7.8	259	280	+ 8.1	260	267	+ 2.6
Dothan, Ala.	9	8	−11.2	38	**36**	+ 5.3	—	—	—
Dubuque, Iowa	5	**4**	−20.0	—	—	—	—	—	—
Duluth, Minn.-Superior, Wis.	26	25	− 3.9	34	**32**	− 5.9	24	24	NC
El Centro, Calif.-Yuma, Ariz.	—	—	—	5	4	−20.0	5	**5**	NC
El Paso	24	22	− 8.4	21	23	+ 9.5	24	**24**	NC
Elmira, N.Y.	13	11	−15.4	—	—	—	12	**13**	+ 8.3
Erie, Pa.	25	23	− 8.0	24	22	− 8.4	31	**33**	+ 6.4
Eugene, Ore.	32	29	− 9.4	—	—	—	30	**35**	+16.6
Gainesville, Fla.	15	**13**	−13.4	—	—	—	—	—	—
Grand Junction, Colo.	5	6	+20.0	14	**14**	NC	—	—	—
Grand Rapids-Kalamazoo, Mich. (Extra ABC affiliate)	55	57	+ 3.6	79	**89**	+12.6	80	86	+ 7.5
Great Falls, Mont.	10	12	+20.0	12	**13**	+ 8.3	—	—	—
Green Bay, Wis.	58	55	− 5.2	55	60	+ 9.0	63	**65**	+ 3.1
Greensboro-Winston Salem, N.C.	75	79	+ 5.3	85	**93**	+ 9.4	73	84	+15.0
Greenville-New Bern, N.C.	25	26	+ 4.0	39	47	+20.5	51	**61**	+19.6
Greenville-Spartanburg, S.C.	80	76	− 5.0	99	97	− 2.1	106	**113**	+ 6.6
Greenwood-Greenville, Miss.	20	**16**	−20.0	—	5	—	—	—	—
Harrisburg, Pa.	56	**54**	− 3.6	40	39	− 2.5	—	—	—
Lancaster-Lebanon, Pa.	—	—	—	21	22	+ 4.7	87	**89**	+ 2.2
York, Pa.	—	—	—	10	**11**	+ 1.0	—	—	—
Harrisonburg, Va.	20	**15**	−25.0	—	—	—	—	—	—
Hartford-New Haven, Conn.	146	133	− 9.0	142	**140**	− 1.5	56	48	−14.3
(Extra NBC affiliate)							10	10	NC
Helena, Mont.	—	—	—	—	—	—	3	**3**	NC
Houston	176	178	+ 1.1	174	202	+16.0	155	**203**	+30.9
Huntsville-Decatur-Florence, Ala.	39	36	− 7.7	50	**46**	− 8.0	25	32	+28.0
(Extra NBC affiliate)							7	7	NC
Idaho Falls-Pocatello	11	10	− 9.1	16	**15**	− 6.3	17	14	17.7
Indianapolis	115	120	+ 4.3	125	**127**	+ 1.6	119	121	+ 1.6
Jackson, Miss.	22	22	NC	49	47	− 4.1	51	**60**	+17.6
Jackson, Tenn.	22	**20**	− 9.1	—	—	—	—	—	—
Jacksonville, Fla.	47	47	NC	76	**70**	− 7.9	49	39	−20.5
Johnstown-Altoona, Pa.	—	—	—	59	61	+ 3.3	70	**73**	+ 4.2
Jonesboro, Ark.	23	**22**	− 4.4	—	—	—	—	—	—
Joplin, Mo.-Pittsburg, Kan.	28	29	+ 3.5	21	18	−14.3	36	**40**	+11.1
Kansas City, Mo.	112	102	− 9.0	111	103	− 7.3	105	**111**	+ 5.7
Knoxville, Tenn.	57	64	+12.2	79	**82**	+ 3.7	35	42	+20.0
La Crosse-Eau Claire, Wis.	9	13	+44.4	31	30	− 3.3	30	**38**	+26.6
Lafayette, Ind.	—	—	—	12	**10**	−16.7	—	—	—
Lafayette, La.	41	35	−14.7	48	**49**	+ 2.0	—	—	—
Lake Charles, La.	—	—	—	—	—	—	31	**32**	+ 3.2
Lansing, Mich.	—	—	—	55	**54**	− 1.9	36	38	+ 5.5
Laredo, Tex.	—	—	—	5	4	−20.0	6	**5**	−16.7
Las Vegas	21	28	+33.3	22	28	+27.2	20	**29**	+45.0
Laurel-Hattiesburg, Miss.	—	—	—	—	—	—	25	**28**	+12.0
Lexington, Ky.	28	36	+28.5	52	**54**	+ 3.8	45	51	+13.3
Lima, Ohio	—	—	—	—	—	—	14	**11**	−21.5
Lincoln-Hastings-Kearney, Neb.	30	28	− 6.7	47	**48**	+ 2.1	14	17	+21.4
Little Rock, Ark.	78	77	− 1.3	66	73	+10.6	70	**86**	+22.8
Los Angeles	573	**515**	−10.2	471	448	− 4.9	540	490	− 9.3
Louisville, Ky.	55	65	+18.1	84	90	+ 7.1	77	**92**	+19.4
Lubbock, Tex.	17	20	+17.6	23	25	+ 8.6	28	**28**	+ 7.6
Macon, Ga.	—	—	—	37	**40**	+ 8.1	17	16	− 5.9
Madison, Wis.	28	31	+10.7	40	**47**	+17.5	31	35	+12.9
Mankato, Minn.	—	—	—	16	**12**	−25.0	—	—	—
Marquette, Mich.	—	—	—	18	**17**	− 5.6	—	—	—
McAllen-Brownsville, Tex.	26	26	NC	22	**33**	+50.0	—	—	—
Medford, Ore.	26	**29**	+11.5	—	18	—	20	—	—
Memphis	73	73	NC	103	**123**	+19.4	82	106	+29.2
Meridian, Miss.	18	**16**	−11.2	9	9	NC	—	—	—

ADI	ABC 1980	ABC 1981	ABC % change	CBS 1980	CBS 1981	CBS % change	NBC 1980	NBC 1981	NBC % change
Miami	156	144	- 7.7	164	**173**	+ 5.4	142	153	+ 7.7
Miles City-Glendive, Mont.	–	–	–	1	**1**	NC	1	0	-100.0
Milwaukee	109	**119**	+ 9.1	104	111	+ 6.7	93	105	+12.9
Minneapolis	140	147	+ 5.0	143	**169**	+18.1	98	102	+ 4.0
Minot-Bismarck-Dickinson, N.D.	–	–	–	21	24	+14.2	22	**29**	+31.8
Missoula-Butte, Mont.	22	**24**	+ 9.0	–	–	–	16	22	+37.5
Mobile, Ala.-Pensacola, Fla.	63	62	- 1.6	87	**86**	- 1.2	54	61	+12.9
Monroe, La.-El Dorado, Ark.	23	23	NC	60	**55**	- 8.4	6	8	+33.3
Montgomery, Ala.	14	13	- 7.2	17	22	+29.4	55	**57**	+ 3.6
Nashville	83	76	- 8.5	125	**130**	+ 4.0	113	112	- 0.9
New Orleans	90	84	- 6.7	115	**121**	+ 5.2	87	91	+ 4.5
New York	1014	**917**	- 9.6	898	853	- 5.1	856	883	+ 3.1
Norfolk-Portsmouth, Va.	70	70	NC	82	**81**	- 1.3	70	72	+ 2.8
North Platte, Ind.	–	–	–	–	–	–	6	**6**	NC
Odessa-Midland, Tex.	15	8	-46.7	21	**23**	+ 9.5	22	21	- 4.6
Oklahoma City	63	63	NC	71	75	+ 5.6	72	**80**	+11.1
Omaha	60	**63**	+ 5.0	56	57	+ 1.7	51	60	+17.6
Orlando-Daytona, Fla.	83	**99**	+19.2	77	87	+12.9	83	95	+14.4
Ottuma, Iowa-Kirksville, Mo.	17	**17**	NC	–	–	–	–	–	–
Paducah, Ky.-Cape Girardeau, Mo	29	29	NC	60	**68**	+13.3	55	58	+ 5.4
Palm Springs, Calif.	6	**6**	NC	–	–	–	5	5	NC
Panama City, Fla.	18	17	- 5.6	–	–	–	18	**21**	+16.6
Parkersburg, W. Va.	–	–	–	–	–	–	6	**5**	-16.7
Peoria, Ill.	36	35	- 2.8	35	35	NC	37	**38**	+ 2.7
Philadelphia	440	**435**	- 1.2	355	354	- 0.3	289	308	+ 6.5
Phoenix	87	90	+ 3.4	85	**93**	+ 9.4	85	**93**	+ 9.4
Pittsburgh	224	**244**	+ 8.9	226	218	- 3.6	137	146	+ 6.5
Portland, Ore.	111	**122**	+ 9.9	112	112	NC	96	104	+ 8.3
Portland-Poland Springs, Me.	44	**45**	+ 2.2	38	40	+ 5.2	43	43	NC
Presque Isle, Me.	–	–	–	9	**6**	-33.4	–	–	–
Providence, R.I.-New Bedford, Mass.	104	96	- 7.7	68	75	+10.2	113	**105**	- 7.1
Quincy, Ill.-Hannibal, Mo.	–	–	–	29	30	+ 3.4	28	**33**	+17.8
Raleigh-Durham, N.C.	83	93	+ 1.2	94	**97**	+ 3.1	28	29	+ 3.5
Rapid City, S.D.	11	13	+18.1	–	–	–	23	**26**	+13.0
Reno	21	**23**	+ 9.5	17	18	+ 5.8	17	17	NC
Richmond, Va.	52	63	+21.1	73	**83**	+13.6	55	65	+18.1
Roanoke-Lynchburg, Va.	33	28	-15.2	68	**78**	+14.7	49	64	+30.6
Rochester, N.Y.	54	**53**	- 1.9	52	45	-13.5	46	42	- 8.7
Rochester, Minn.-Mason City, Iowa	24	21	-12.5	19	20	+ 5.2	17	**24**	+41.1
Rockford, Ill.	34	**28**	-17.7	26	25	- 3.9	28	23	-17.9
Roswell, N.M.	–	–	–	**11**	11	NC	–	–	–
Sacramento-Stockton, Calif.	131	**123**	- 6.2	102	101	- 1.0	112	116	+ 3.5
St. Joseph, Mo.	16	**16**	NC	–	–	–	–	–	–
St. Louis	142	151	+ 6.3	157	**169**	+ 7.6	136	156	+14.7
Salinas-Monterey, Calif.	57	**45**	-21.1	17	21	+23.5	25	24	- 4.0
Salisbury, Md.	7	10	+42.8	18	**18**	NC	–	–	–
Salt Lake City	68	70	+ 2.9	75	**87**	+ 1.1	71	70	- 1.5
San Angelo, Tex.	–	–	–	8	**7**	-12.5	–	–	–
San Antonio, Tex.	73	74	+ 1.3	80	**80**	NC	66	70	+ 6.0
San Diego	104	**92**	-11.6	96	88	- 8.4	65	64	- 1.6
San Francisco	277	**257**	- 7.3	250	240	- 4.0	205	203	- 1.0
Santa Barbara-Santa Maria, Calif.	26	**22**	-15.4	15	14	- 6.7	17	14	-17.7
Savannah, Ga.	19	17	-10.6	37	**39**	+ 5.4	34	34	–
Seattle-Tacoma, Wash.	144	**154**	+ 6.9	120	110	- 8.4	124	137	+10.4
(Bellingham, Wash.)	–	–	–	3	**5**	+66.6	–	–	–
Selma, Ala.	–	–	–	7	**7**	NC	–	–	–
Shreveport, La.-Texarkana, Tex.	61	60	- 1.7	76	**83**	+ 9.2	53	67	+26.4
Sioux City, Iowa	31	**29**	- 6.5	9	11	+22.2	23	26	+13.0
Sioux Falls-Mitchell, S.D.	13	11	-15.4	47	**52**	+10.6	33	35	+ 6.0
South Bend-Elkhart, Ind.	43	46	+ 6.9	46	50	+ 8.6	46	**52**	+13.0
Spokane, Wash.	46	45	- 2.2	44	48	+ 9.0	45	**51**	+13.3
Springfield, Mass.	57	**48**	-15.8	–	–	–	40	40	NC
Springfield, Mo.	19	18	- 5.3	51	55	+ 7.8	56	**62**	+10.7
Springfield-Decatur-Champaign, Ill.	46	48	+ 4.3	54	**58**	+ 7.4	54	**58**	+ 7.4
Syracuse, N.Y.	55	50	- 9.1	70	62	-17.5	66	**68**	+ 3.0
Tallahassee, Fla.	10	10	NC	46	**50**	+ 8.6	–	–	–
Tampa-St. Petersburg, Fla.	111	126	+13.5	171	**199**	+16.3	142	158	+11.2
Terre Haute, Ind.	12	12	NC	37	37	NC	34	**40**	+17.6
Toledo, Ohio	63	61	- 3.2	79	75	- 5.1	74	**78**	5.4
Topeka, Kan.	–	–	–	28	**31**	+10.7	22	20	- 9.1
Traverse City-Cadillac, Mich.	16	14	-12.5	35	**39**	+25.8	23	31	+34.7
Tucson, Ariz.	36	37	-	31	32	+ 3.2	36	**39**	+ 8.3
Tulsa, Okla.	73	62	-15.1	67	**63**	- 6.0	49	59	+20.4
Tuscaloosa, Ala.	–	–	–	7	**9**	+28.5	–	–	–
Twin Falls, Idaho	–	–	–	–	–	–	10	**9**	-10.
Tyler, Tex.	35	**31**	-11.5	–	–	–	–	–	–
Utica, N.Y.	14	12	-14.3	–	–	–	26	**23**	-11.6
Victoria, Tex.	4	**3**	-25.0	–	–	–	–	–	–
Waco-Temple, Tex.	42	**37**	-12.0	–	–	–	31	31	NC
Washington	174	205	+17.8	224	**228**	+ 1.7	174	198	+13.7
Watertown-Carthage, N.Y.	–	–	–	20	**20**	NC	–	–	–
Wausau-Rhinelander, Wis.	22	21	- 4.6	30	**31**	+ 3.3	11	11	NC
West Palm Beach, Fla.	39	39	NC	9	12	+33.3	44	**51**	+15.9
Wheeling, W. Va.-Steubenville, Ohio	–	–	–	47	**55**	+17.0	48	42	-12.5
Wichita-Hutchinson, Kan.	58	52	-10.4	63	60	- 4.8	57	**63**	+10.5
Wichita Falls, Tex.-Lawton, Okla.	23	21	- 8.7	28	**27**	- 3.6	25	26	+ 4.0
Wilkes Barre-Scranton, Pa.	91	**86**	- 5.5	61	52	-14.8	71	75	+ 5.6
Wilmington, N.C.	24	**13**	-45.9	–	–	–	51	54	+ 5.8
Yakima, Wash.	21	21	NC	26	**26**	NC	20	21	+ 5.0
Youngstown, Ohio	43	43	NC	55	**48**	-12.8	41	42	+ 2.4
Zanesville, Ohio	–	–	–	–	–	–	8	**9**	+12.5

ness-related information, will play the role of business advocate.

Programing to be offered includes the airing of congressional hearings concerning business activity; speeches by administration and business leaders; debates on policy issues, and economic analyses.

The network's studio and production facilities will be located at the chamber's Telecommunications Center—a multimillion-dollar project currently under construction in Washington.

The center will have state-of-the-art television and radio production studios, according to Adams. The 60-foot-by-90-foot TV studio will have six Ikegami broadcast cameras, a CMX-340 editing system and a Chyron character generator. Adams said the center should be complete by summer's end.

Initially, the chamber intends to lease transponder time on a satellite. The transponder will beam a scrambled signal that can be picked up only by subscribers with a satellite receiving dish and decoder. Depending on the amount of business that the network can draw, the chamber may buy its own transponder, Adams said.

Preliminary programing on BizNet may start as early as December, and will consist of one-way video (two-way audio) teleconferencing. Programing services other than teleconferencing probably won't be aired for another year.

The U.S. Chamber of Commerce is not new to the programing business. For the last 20 years it has produced a half-hour weekly radio program entitled ***What's the Issue,*** which is carried by the Mutual Broadcasting System and syndicated directly to 300 additional radio stations. It also produces a weekly television show, ***It's Your Business,*** which is syndicated to 137 TV stations.

Initially, BizNet will not be in the program syndication business (and the chamber's two current syndicated programs will remain separate from the proposed network). Adams said that the chamber would consider providing future BizNet program services to radio and television stations. "But that's secondary," he said, adding that the foremost goal of BizNet is to "tie together the business community. . . . it's more designed for closed circuit activity."

Writers still walking Hollywood picket line

Strike now four months old; some say settlement within reach

There was little progress reported last week in the four-month-old writers' strike, but sources on both sides indicated an agreement might be within reach during the next two weeks. Talks between representatives of the Writers Guild of America and major producers resumed June 30, but broke down before the day was out. Striking writers were back on the picket line last week and no new talks were scheduled.

Despite the apparent impasse, one WGA negotiator said last week, "The hardline philosophical battle on pay TV is over . . . We won that fight when the companies agreed to a recoupment formula." Writers have been asking for 2.5% of gross revenues for a pay TV program after the producer has recouped $1.15 million per hour of programing, a modification from earlier proposals. A management spokesman agreed last week the issue for both parties is minimums. Producers are offering pay hikes of 12% the first year, 11% the second, and 10% the third. Writers are asking for at least the same increase the Directors Guild of America received last month, 12% for the first year, 12% for the second, and 11% for the third.

In the meantime, WGA President Melville Shavelson asked members of the guild to step up pressure on the sponsors of the Emmy awards of the Academy of Television Arts and Sciences. The Emmy awards are scheduled to be broadcast live by CBS on Sept. 13. Shavelson is asking WGA members to withhold their participation in the program, by refusing to cast ballots for nominees, refusing to write the program, and not granting waivers for film clips involving WGA members.

The list of independent Hollywood production companies signing contracts with the WGA climbed to 178 last week, including the first company to desert the producers' multiemployer bargaining unit, Robert Radnitz Productions, a member of the Motion Picture Association of America, which signed early last week.

Ratings Roundup

The summer rating patterns continued during the week ended July 5. CBS-TV was first in prime time with a 13.7 rating and 29 share. ABC-TV was second (12.8/26) and NBC-TV trailed (10.8/23).

Of the week's 66 programs, only six were first run—the highest-scoring original being ABC News's *20/20* which earned a 20.0/38. ABC was the only network to have shows reach the 20-rating mark or above, in addition to *20/20*, they were reruns of *Three's Company* (20.5/39) and *Too Close for Comfort* (20.4/37).

During the week, CBS won Monday, Friday and Sunday; ABC took Tuesday, Thursday and Saturday; and NBC kept its hold on Wednesday.

The highest nightly score went to ABC on Tuesday with its regular line-up of *Happy Days, Laverne & Shirley, Three's Company, Too Close for Comfort* and *Hart to Hart*—all reruns—earning an 18.6/36. NBC had the week's low on Saturday, with *Barbara Mandrell* (10.7/29) coupled with the week's lowest performance by a *Woodstock . . . Re-Lived* special (5.3/14) for a 7.1/19 average.

CBS, however, had the consistency. Some nightly wins were better than others but, unlike ABC and NBC, CBS did not have an evening when its rating dropped below a 10.

While summer generally is a low rating time for the networks, NBC continued to wallow in the doldrums. A week earlier it scored a 10.9 rating—its lowest since last August ("Ratings Roundup," July 6). And for the week ended July 5, it was down even farther, to a 10.8. Its share, however, was up slightly, from 22 to 23.

The First 20

1.	*Three's Company*	ABC	20.5/39
2.	*Too Close for Comfort*	ABC	20.4/37
3.	*20/20*	ABC	20.0/38
4.	*60 Minutes*	CBS	19.8/44
5.	*M*A*S*H*	CBS	19.6/37
6.	*Hart to Hart*	ABC	19.1/36
7.	*House Calls*	CBS	19.1/34
8.	*Trapper John, M.D.*	CBS	18.3/36
9.	*Laverne & Shirley*	ABC	17.1/35
10.	*Diff'rent Strokes*	NBC	17.1/32
11.	*Facts of Life*	NBC	17.1/31
12.	*Dukes of Hazzard*	CBS	16.5/40
13.	*Lou Grant*	CBS	16.3/32
14.	*Taxi*	ABC	16.1/31
15.	*Quincy, M.E.*	NBC	15.9/29
16.	*The Jeffersons*	CBS	15.5/28
17.	*Happy Days*	ABC	15.4/33
18.	*Bosom Buddies*	ABC	14.9/31
19.	*Barney Miller*	ABC	14.9/30
20.	"Make Me An Offer" (movie)	ABC	14.8/27

The Final Five

62.	*Sanford*	NBC	7.4/18
63.	*Eight is Enough*	ABC	7.2/19
64.	*Baggarman, Thief (Part II)* (movie)	NBC	6.2/15
65.	*Roots: The Next Generations* (mini-series)	ABC	5.9/13
66.	*Woodstock . . Re-Lived*special	NBC	5.3/14

Play Back

Growth signs. Southern Broadcasting Co., subsidiary of Harte-Hanks media group, has changed name to Harte-Hanks Radio Inc. and moved its headquarters from Winston-Salem, N.C. to Phoenix. Name change reflects company's growth from regional to national operation, according to Robert Marbut, president, Harte-Hanks Communications Inc.

□

First fives. The top five songs in **contemporary radio airplay,** as reported by BROADCASTING's *Playlist:* (1) *Bette Davis Eyes* by Kim Carnes on EMI/America; (2) *The One That You Love* by Air Supply on Arista; (3) *All Those Years Ago* by George Harrison on Dark Horse; (4) *The Greatest American Hero* by Joey Scarbury on Elektra; (5) *I Don't Need You* by Kenny Rogers on Liberty. The top five in **country radio airplay:** (1) *Feels So Right* by Alabama on RCA; (2) *I Was Country When Country Wasn't Cool* by Barbara Mandrell on MCA; (3) *Loving Her Was Easier* by Tompall & the Glaser Brothers on Elektra; (4) *Prisoner Of Hope* by Johnny Lee on Full Moon/Asylum; (5) *Too Many Lovers* by Crystal Gayle on Columbia.

BEST COPY AVAILABLE

Okla. Action June 19.

■ KBUG(AM) Springfield, Mo. (AM: 1060 khz, 500 kw-D)—Granted transfer of control of Dixon Broadcasting Inc. from Larry Dixon (52.7% before; 14.2% after) to Herbert R. Cohen and wife, Thelma A. (42.9% before, 85.5% after) consideration: $180,000. Principals: Seller is Larry Dixon (52.7%). Majority stockholder is unable to invest new capital into station. Buyer is Herbert and Thelma Cohen, who will assume debt service in exchange for majority control. Action June 19.

■ KTNC-AM-FM Falls City, Neb. (AM: 1230 khz, 500 w-D, 250 w-N; FM: 95.3 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Southwest Nebraska Broadcasting Inc. to C.R. Communications Inc. for $270,000 Seller: Edwin S. Towle III (100%), who has no other broadcast interests. Buyer: Charles A. Radatz (56%), Larry A. Lamont (25%) and Richard F. Morrissey (19%). Radatz is sales manager at WKTS(AM) Sheboygan, Wis., Lamont is techincal school teacher. Morrissey is Sheboygan oral surgeon. They have no other broadcast interests. Action June 18.

■ KWEN(FM) Tulsa, Okla. (FM: 95.5 mhz, 100 kw, ant. 300 ft.)—Granted assignment of license from KWEN Inc. to Katz Broadcasting of Tulsa Inc. for $3,050,000 . Seller: principally owned by Ron Curtis, who also owns KOKY(AM)-KLAZ(FM) Little Rock, Ark. Buyer: Subsidiary of Katz Agency Inc., New York-based station representative; James Greenwald is chairman. It is also new TV applicant for Omaha, Neb. (BROADCASTING, Dec. 17, 1979). Action June 18.

■ WPPC(AM) Penuelas, P.R. (AM: 1570 khz, 1 kw-D)—Granted assignment of license from Penuelas Broadcasting Corp. to Ponce Gospel Broadcasting Corp. for $125,000. Seller: Lucas P. Valdivieso (32.50%). Eric A. Gonzalez (48.75%) and Vincente Pierantoni (18.75%). They have no other broadcast interests. Buyer: Jose Irizarry-Carballo, president (40%); Jose Hernandez-Santiago, vice president, and Felix Medina-Sierra, Secretary-treasurer (30% each). Irizarry is baker. Hernandez is cabinet maker and Medina radio and television producer, all Ponce, Puerto Rico. They have no other ownership interests. Action June 18.

■ WYNN(AM) Florence, S.C. (AM: 540 khz, 250 W-D). Control (85%) sold by John F. Maurer, his son, John G., and Agnes C. Hunt to James N. Maurer (80%), son of John F. Maurer, and his sisters, Mary Fulton and Jennifer Welsch (10% each) for $512,000. James N. Maurer is Hilton Head, S.C., real estate investor and already owns 15% of WYNN. Family has no other broadcast interests. Action June 19.

■ WGNS(AM) Murfreesboro and WHLP-AM-FM Centerville, both Tennessee (WGNS: 1450 khz, 1 kw-D, 250 W-N; WHLP: 1570 khz, 5 kw-D; FM: 96.7 mhz, 3 kw, ant. 250 ft.)—Granted transfer of control and waiver of Sec. 73.3597 of Davidson Broadcasting Corp. from Mildred B. Littleton (55% before; none after) to E.J. Preston (45% before; 100% after) consideration: none. Principals: Seller is unable to raise additional capital necessary for licensee's continuing operation. Purchaser presently owns 45% of stations and seeks 100% control. He is Nashville, Tenn., automobile dealer and has no other broadcast interests. Action June 18.

■ KJAK(FM) Slaton, Tex. (FM: 92.7 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Faith Broadcasting Service to Williams Broadcasting Group for $575,000. Seller: Gary L. Acker and James E. Mccuiston (50% each). Acker also owns 100% of WROS(AM) Jacksonville, Fla., 25% of KLFJ(AM) Springfield, Mo., 50% of KFIX(FM) Laredo, Tex., and 50% of KEPT-FM Shreveport, La. He sold, subject to FCC approval KJTV(TV)[CP] Amarillo, Tex. (BROADCASTING, March 30) in exchange for KRIZ(FM) Roswell, N.M. McCuiston has no other broadcast interests. Buyer: G. O. Williams Oil Inc. (87.5%) and Jay Galt (12.5%). William Oil is controlled by G.O. Williams, Sharon Okla.-based automobile dealer and oil jobber. Galt is Oklahoma City attorney. They have no other broadcast interests. Action June 19.

■ WBOO(AM) Baraboo, Wis. (AM: 740 khz, 250 kw-D)—Granted transfer of control of Baraboo Broadcasting Corp. from Burt Murphy and others (100% before; none after) to Robert A. Jones and others (none before; 100% after) consideration: $84,000. Principals: Sellers are Burt Murphy, wife, Pauline, and George N. Schulte, who together own 51.8% of WBOO. Buyers are Robert A. Jones (26.4%), Richard A. Carroll (22.8%) and Patricia A. Kranz (2.6%). Jones is La Grange, Ill., consulting engineer. Carroll is general manager of WDMP-AM-FM Dodgeville, Wis. Jones owns 85% WJJQ(AM) Tomahawk, Wis., 33.3% of WWBC(AM) Cocoa, Fla. Kranz owns 5% of WJJQ. Action June 18.

Facilities Changes

AM applications

■ WYNC(AM) Yanceyville, N.C.—Seeks CP to increase D power from 250 to 500 w. Ann. June 29.

■ WDTB(AM) Dimondale, Mich.—Seeks modification of CP (BP-801104AP) to make changes in ant. sys. and change TL to Grovenburg Road, east side, 0.68 miles north of Holt Road, Lansing, Mich. Ann. June 26.

■ KSKY(AM) Dallas—Seeks CP to change hours of operation to U by adding 1 kw-N service; install DA-N; change city of license from Dallas to University Park, Tex.; change SL and RC: to be determined; and make changes in ant. sys. Ann. June 29.

■ KGHO(AM) Hoquiam, Wash.—Seeks CP to change frequency from 1560 khz to 1280 khz and increase power to 5 kw. Ann. June 29.

■ KVGM(AM) Yakima, Wash.—Seeks CP to change hours of operation to U by adding 500 w-N service; increase D power to 5 kw; install DA-N; change city of license from Yakima to Union Cap., Wash.; change TL and SL to 1.2 miles East of city, at corner Riverside Road and Bell Cross section Road., Ext., Union Cap, and make changes in ant. sys. Ann. June 29.

FM applications

■ KZMK(FM) Bisbee, Ariz.—Seeks modification of CP (BPH-7944, as mod.) to increase HAAT to 2207 ft (H&V); change type trans.; change type ant.; change SL and RC to 1002 Naco Highway, Bisbee, Ariz., and change TPO. Ann June 26.

■ KRFD(FM) Marysville, Calif.—Seeks CP change TL at South Butte, near Sutter, Calif.; change ERP to 2 kw (H&V); HAAT to 2003 ft. (H&V) and make changes in ant. sys. Ann. June 26.

■ KOLA(FM) San Bernardino, Calif.—Seeks CP to make changes in ant. sys.; change TL to 9 miles south, EL Cerrito, Calif.; change type trans.; change type ant. (H&V); increase ERP to 79.43 kw (H&V); increase HAAT to 3740 ft. (H&V) and change TPO. Ann. June 26.

■ WLOQ(FM) Winter Park, Fla.—Seeks CP to change TL to Lee Road at 14, Winter Park; increase HAAT to 300 ft. (H&V) and change TPO. Ann. July 1.

■ WLS-FM Chicago—Seeks modification of CP (BPH-800107AM) to increase ERP for main and aux. to 9 kw (H&V) and change TPO. Ann July 1.

■ * WBHI(FM) Chicago—Seeks CP to increase ERP to 100 w; HAAT to 55 ft. Ann. June 26.

■ WWAV(FM) Gloucester, Me.—Seeks CP to change TL to Gloucester Hill Road near New Gloucester, Me.; change frequency to 99.9 mhz; increase ERP to 30.2 kw (H&V); HAAT 651 ft. (H&V) and make changes in ant. sys. Ann. June 26.

■ WHUE-FM Boston—Seeks modification of CP (BPH-801001AE) to make changes in ant. sys.; change TL to 75 Concord Avenue, Lexington, Mass.; change type ant. (H&V); increase ERP to 50 kw (H&V); decrease HAAT to 500 ft. (H&V) and change TPO. (For aux. purposes only). Ann. July 1.

■ WGUF-FM Gulfport, Miss.—Seeks CP to change TL to S.E. corner of 39th Avenue and 34th Street, Gulfport; change type ant. (H&V); decrease HAAT to 206 ft. (H&V) and change TPO. Ann. July 1.

■ KOPR(FM) Butte, Mont.—Seeks CP to increase ERP to 100 kw (H&V); change type trans.; change type ant. (H&V); make changes in transmission line and change TPO. Ann. June 26.

■ KLYQ-FM Hamilton, Mont.—Seeks CP change TL to 3.75 miles west of city; change ERP to 1.6 kw (H&V); HAAT to 393 ft. (H&V) and make changes in ant. sys. Ann. June 26.

■ KVOX-FM Moorhead, Minn.—Seeks CP to decrease HAAT to 379 ft. (H&V); change type trans.; change type ant. (H&V) and change TPO. Ann. June 26.

■ KWTO-FM Springfield, Mo.—Seeks CP to change TL to S.W. of Springfield, near intersection of Farm Roads 115 and 178; change type trans.; change type ant. (H&V); increase HAAT to 510 ft. (H&V) and change TPO. Ann. June 26.

■ KZMC-FM McCook, Neb.—Seeks CP to change frequency to 105.3 mhz; change TL to Culbertson, 3.1 miles south of Culbertson; ERP 31 kw (H&V); increase HAAT 247 ft. (H&V) and make changes in ant. sys. Ann. June 26.

In Contest

FCC decisions

■ FCC denied application of Richard Barrett for review of Broadcast Bureau's denial of his fairness doctrine complaint against WLBT-TV Jackson, Miss. Barrett, Jackson attorney, wanted to reply to editorial by WLBT-TV which stated that sale of station to "black-controlled group" was in public interest. He claimed they presented only one side of controversial issue. Bureau ruled that Barrett had not shown that issue of transfer was currently controversial and of public importance. It said that as long as station covers contrasting viewpoints on current controversial issues in its overall programing, FCC would not intervene. Bureau emphasized that station had no obligation to permit any specific individual to respond to its editorials. Action June 30.

■ FCC upheld Broadcast Bureau's January 22 denial of Martin E. Wendelken's equal opportunities complaint against WPIX(TV) New York City. In his complaint, Wendelken, then independent candidate for Congress from New Jersey's 7th District, claimed he was entitled to equal opportunities from station based on appearance of two of his opponents on program entitled "Focus New Jersey", regularly scheduled news interview program. Wendelken argued that program had lost its equal opportunities exemption as bona fide news interview program when it was introduced as "election special . . . debate", adding that on one occasion during broadcast one candidate interrupted other, thereby not responding directly to moderator. Broadcast Bureau pointed out that this one incident was in-

Summary of broadcasting

FCC tabulations as of May 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,611	3	0	4,614	119	4,733
Commercial FM	3,317	2	0	3,319	164	3,483
Educational FM	1,104	0	0	1,104	68	172
Total Radio	9,032	5	0	9,037	351	9,388
Commercial TV						
VHF	521	1	0	522	6	528
UHF	240	0	0	240	100	340
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,020	4	9	1,033	23	1,056
FM Translators	355	0	0	355	220	575
TV Translators						
UHF	2596	0	0	2,596	239	2,835
VHF	1,396	0	0	1,396	493	1,889

*Special temporary authorization

**Includes off-air licenses